

# Southend-on-Sea Borough Council

Report of Corporate Director of Enterprise, Tourism & the  
Environment

to

**Traffic & Parking Working Party and Cabinet  
Committee**

on

**21 September 2009**

Agenda  
Item No.

Report prepared by: Peter Holmes,  
Community Projects Coordinator

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**Road Safety Scheme: College Way, Southend on Sea**  
(funded by a Section 106 Agreement & Olympus KeyMed Ltd)

**Executive Councillor: Councillor Waite**  
*A Part 1 Public Agenda Item*

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## **1. Purpose of Report**

- 1.1 To consider the proposal to install traffic calming in College Way, in the form of a raised table, at the junction with London Road, and to seek approval to advertise the necessary Statutory Notices.

## **2. Recommendation**

### **2.1 That the following be approved:**

- 2.1.1 The Traffic and Parking Working Party note the detailed design for the installation of the raised table and the associated carriageway works.
- 2.1.2 The Cabinet Committee resolves that the Chief Executive and Town Clerk be authorised to advertise the relevant Notices for the raised table, in conjunction with localised public consultations on the proposals.
- 2.1.3 Should no objections be received, the proposals be implemented.

## **3. Background**

College Way, which connects London Road (east of Queensway) to Queens Road, is one of the entry points into the Milton 20mph zone and serves as a popular cut-through from the London Road to Farringdon car park and the University. It has a carriageway width of approximately 6.8 metres, widening to 7.5 metres at the informal crossing point, at its junction with London Road.

Traffic flow along College Way is steady throughout the day, but becomes particularly busy at the start and end of the working day and even more so on Saturdays, when shoppers are seeking parking places in the town centre.

London Road, east of Queensway, is a lively area, active with traffic and pedestrians at all times of the day and night, as it is home to a number of restaurants and bars and some large shops and stores, such as Sainsbury's.

As a result of the generally busy nature of the area, crossing College Way at its junction with London Road can be quite difficult for pedestrians, at any time of the day, and it is anticipated that pedestrian footfall will become even greater in the area once the new university accommodation block (being developed by Hollybrook), on the westerly side of College Way, is opened next year.

Crossing College Way from east to west, is made difficult by vehicles parked in the bays east of the junction, which compromise a pedestrian's view of vehicles approaching from the east in London Road. However, crossing here is made even more hazardous by the speeds at which vehicles leave the mini roundabout to enter College Way, most drivers accelerating into the road, rather than approaching the 20mph zone at a steady speed.

Currently there is no speed reducing feature in College Way, other than the signs indicating that a motorist is entering a 20mph zone.

A flat top table, installed in College Way just south of the junction with London Road, would reduce the speeds of vehicles leaving and entering the roundabout and provide a safer, at-grade crossing point for pedestrians, which would prove especially beneficial to the disabled.

To ensure low entry/exit speeds appropriate to a 20mph zone, it is proposed that the table should be designed with on/off ramp gradients of 1 in 10, and a flat top of 4 metres in length, which will provide a substantial crossing point for pedestrians.

The road is not on a bus route and the proposals will have no effect on the existing parking arrangements.

A plan of the proposals appears in **Appendix 1**.

There are no financial implications on the Council by virtue of the fact that a contribution to the cost of the works and those associated with the advertising of the necessary Statutory Notices has been agreed with the developers of the university accommodation block, via a Section 106 agreement. Olympus KeyMed Ltd has agreed to fund the balance, together with the expenses associated with the detailed design, for which the company is thanked.

#### **4. Other Options**

The following alternatives were considered:

- Install the speed table away from the junction i.e. more centrally placed in College Way, to reduce the temptation for drivers to accelerate away from the junction once clear of the speed table. Dismissed on the basis that the at-grade pedestrian crossing facility would be lost.
- Install speed cushions or consider 'priority working' instead of a table – dismissed for the same reason as above.
- Install a raised zebra pedestrian crossing - discounted as its location, in having to be necessarily sited away from the junction, would move it too far from the pedestrian 'desire line'.
- Do nothing – the provision of a speed table would make crossing at this busy location inherently safer for all pedestrians.

#### **5. Reasons for Recommendations**

It is recommended that the proposals be adopted to enhance road safety at the junction by reducing the speed of vehicles approaching the intersection and providing a safer crossing point for pedestrians.

#### **6. Corporate Implications**

##### **6.1 Contribution to Council's Vision & Corporate Priorities**

Implementation adds to customer satisfaction by addressing road safety issues. Implementation will also support the Council's priority to develop Community Safety through improved road safety.

##### **6.2 Financial Implications**

The resource implications of this report are limited to the ongoing revenue costs for maintenance. The consultation processes and project implementation are being funded by Olympus KeyMed and via a Section 106 agreement with the developers of the new university accommodation (Hollybrook).

##### **6.3 Legal Implications**

Implementation of the scheme will require Notices which follow a statutory legal process.

These matters have been discussed and agreed by an officer within the Department of Legal and Democratic Services

##### **6.4 People Implications**

None

## 6.5 Property Implications

None

## 6.6 Consultation

If the proposals are supported for implementation, a period of formal consultation will follow with any objections to be presented at a future meeting of the T&PWP&CC.

If none are received, it is proposed that the scheme be implemented as soon as possible.

## 6.7 Equalities and Diversity Implications

The proposal will not adversely affect those with certain limitations on physical mobility.

## 6.8 Risk Assessment

The principal risks to the Council from the outcome of this report are a negative impact on Customer Satisfaction and failure to implement the project. Negative effects on customer satisfaction are mitigated through being able to respond to customer concerns in the first instance and subsequently consulting on the proposals. The likelihood of the project not being implemented is mitigated through the longstanding and trusted partnership between the Council and Olympus KeyMed. Should the Section 106 funding not be available for any reason, Olympus KeyMed has agreed to fund the works in full.

## 6.9 Value for Money

Value for money is implicit in the project being developed and implemented through Olympus KeyMed's sponsorship and a contribution from the Section 106 Agreement associated with the development of the new university accommodation block.

## 7. Background Papers

None

## 8. Appendices

### **Appendix 1: Plan of the Proposals**